LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 693—(IMPORTANT NEWS)—Req. No. 60648—1 Page—7 x 10 inches—4 colors—National Magazines, 1978 (A)
Printed in U.S.A.

New National Smoker Study:

Important News For 100's Smokers:

Smokers rate taste of low tar MERIT 100's equal to—or better than—leading high tar 100's.

Can low tar MERIT 100's—packed with 'Enriched Flavor' tobacco—measure up to the taste expectations of high tar 100's smokers?

Read the results from a new, nationwide research effort involving smokers who actually taste-tested MERIT 100's against leading high tar 100's.

Results Endorse MERIT Breakthrough

Confirmed: Majority of 100's smokers rate MERIT 100's taste equal to—or better than—leading high tar 100's tested! Cigarettes having up to 70% more tar.

Confirmed: Majority of 100's smokers confirm taste satisfaction of low tar MERIT 100's.

Detailed interviews were also conducted with current MERIT 100's smokers.

Confirmed: 85% of MERIT 100's smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT 100's smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT 100's smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT 100's has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT 100's is what it claims to be: The first major alternative to high tar smoking.

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug. '77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1978

MERIT

Kings & 100's

2061193086

Source: https://www.industrydocuments.ucsf.edu/docs/rjjx0001

2061193086